

**ABSTRACT**

**APPLICATION OF K-MEDOIDS METHOD IN CLUSTERING ITEMS  
BASED ON SALES OF GOODS AT AMANAH PLAFON STORE**

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*This study aims to classify goods using the K-Medoids method based on sales results at Amanah Plafon Store. Effective grouping of goods can help Amanah Plafon Store in identifying sales patterns, optimizing stock management, and planning more effective marketing strategies. The K-Medoids method is used to divide the goods sold by Amanah Plafon Store into several groups based on similar characteristics. The K-Medoids method uses the average cluster center as a cluster representation, while K-Medoids uses medoids, which are actual data samples that represent the cluster. The sales data of Amanah Plafon Store is used as input in this research. This data includes information about the items sold and the associated sales amount. Through clustering analysis, the items will be grouped into clusters based on the similarity of sales patterns. By using the K-Medoids method, it is expected that this research can contribute to more effective clustering of goods and assist Amanah Plafon Store in improving operational efficiency and better decision-making based on sales results.*

**Keywords:** *Sales of Goods, K-Medoids Method.*

